

Branchspace announces leadership expansion to drive continued purpose-driven growth

Ursula Silling to join the team assuming the CEO role, Michael Huynh the COO role, David Turton continues as CTO, Radu Iliescu leads digital solutions and consulting



United Kingdom, London, Oct 8, 2021 ([IssueWire.com](https://www.issuewire.com)) - Branchspace today announced an expansion of its leadership team to advance its strategic goals and to position Branchspace on a clear growth path for its future. The company announced that Ursula Silling joins as a new team member and takes up the role of CEO of the organisation. Branchspace's founder, Michael Huynh, assumes the COO role in the growing company, David Turton continues his role as CTO and Radu Iliescu leads digital and consulting. The above new leadership structure takes effect as of today.

The company was founded by [Michael Huynh](#) in 2011. In its [2021 report, Financial Times](#) published Branchspace among the top third of Europe's fastest-growing thousand companies, recognising fast-paced disruptors. Branchspace developed its state of the art e-commerce platform Triplake during the last three years, complementing its digital consulting expertise with innovative technology. It has launched Triplake with a European national airline (soon to be formally announced).

Michael Huynh has been instrumental in establishing Branchspace as a leading global ecommerce provider for travel, establishing a unique blend of digital commerce expertise and innovative technology for the airline and travel industry.

"With these changes, we build strong foundations to scale and lead us forward as we plan for 2022 and beyond, ensuring continuity of our quality commitment to our customers," says Michael Huynh, Founder of Branchspace and COO in the growing team. "I've known Ursula for some years now. She brings to Branchspace vast executive experience in the airline and travel industry and has been driving customer experience, digital, and innovation throughout her career. She will work with the talented, dynamic, and diverse Branchspace team to deliver exceptional digital solutions to the market."

[Ursula Silling](#) is a proven transformational leader and visionary with 30 years of experience in aviation/aerospace/transport/travel/technology. She previously held senior executive positions with aviation and travel groups such as Lufthansa, TUI, Aer Lingus, Brussels Airlines, Virgin Express, Kenya Airways, Air Malta, Lufthansa Systems.

"I am super excited to join Branchspace at this important stage to continue their growth path," says Ursula. "The cocktail of our innovative technology, the Branchspace team's deep experience in the complex aviation and travel space, puts us in a unique position to help airlines, airports, rail, cruise companies, and other travel stakeholders to differentiate with exceptional digital experiences and succeed in the current dynamic environment."

[David Turton](#) continues his role as CTO. He joined Branchspace in 2013 and has been at the forefront of the development of the innovative Triplake platform. He previously worked with renowned technology companies such as EB2, Sabre, and Mobile Travel Technologies (now part of Travelport).

"We've entered a new and unpredictable era for global travel which demands that travel retailers finally step up to the plate," comments David. "I'm truly looking forward to working with Ursula and the rest of the Branchspace team to amplify and broaden our innovative digital commerce platform offering so that we can deliver our vision to forward-thinking airlines and other travel brands."

[Radu Iliescu](#) leads Director Digital Solutions and Consulting in the growing company, providing tailored solutions and services to further drive digital retailing innovation for Branchspace clients. He builds upon vast experience as a leader in the ecommerce, travel, and banking landscape, working with the likes of Lufthansa Group, Brussels Airlines, and Citibank.

Radu comments: "As our industry is once again swiftly growing and innovating, I am hugely excited to

continue supporting our clients with industry-leading tailored digital solutions and specialized consulting talent.

With a larger, stronger, and more diverse leadership team, I believe we are uniquely positioned to help our airline and travel customers take their digital retail and distribution to the next level by leveraging our expert, domain-focused team and technology.”



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